



**event:decision**  
track



**encore**

## **for IMEX America 2024 RFP**

**pre-event carbon footprint report**

**host organisation:** Encore Global

**event date:** 8 – 10 October 2024

**event:** IMEX America 2024

**location:** Mandalay Bay Convention Center, Las Vegas

**date of assessment:** 12<sup>th</sup> December 2023



## your track report

### results

shows the total estimated carbon footprint associated with your RFP, by event function.

### benchmark

displays your estimated carbon footprint, represented by number of delegates or by number of square metres of booth / stand / activation. This is benchmarked against other event measurements calculated by event:decision. Can be referred to as emissions intensity.

### mitigation

initial advice on potential mitigation of impact. Additional mitigation consultancy & advisory is available on request.

### offset

an illustration of a range of costs associated with purchasing certified carbon credits corresponding to the results, above, to deliver the event calculated by event:decision on a carbon neutral basis.

## brief

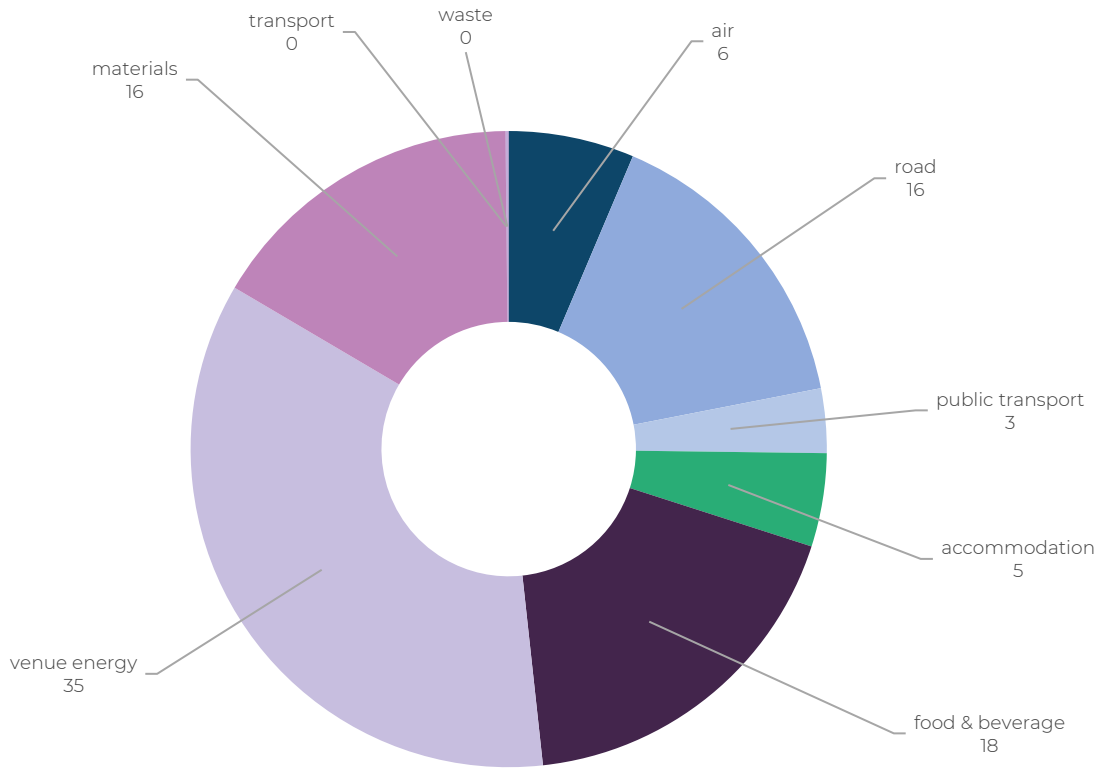
- based on pre-event data shared via Encore Global for the IMEX America 2024 RFP
- RFP for appointment as AV partner for IMEX America 2024
- live dates 8<sup>th</sup> – 10<sup>th</sup> October 2024
- exhibition based on 18,580 sqm net
- based on 288 crew onsite
- includes emissions associated with estimated crew travel based on  $\frac{3}{4}$  driving or using taxis (inc. 10% car sharing) and  $\frac{1}{4}$  traveling by public transport across build and live days.
- food & beverage breakdown estimated based on crew hours onsite with a split of 20% vegetarian, 80% non-vegetarian.
- build materials, transportation and power draw estimated based on kit list provided in pre-event reporting.



total estimated emissions

Encore Global IMEX America 2024 RFP

tonnes CO<sub>2</sub>e estimated: 6.11 tCO<sub>2</sub>e



	actuals tCO <sub>2</sub> e	%
<b>air</b>	0.39	6
<b>road</b>	0.95	16
<b>public transport</b>	0.2	3
<b>accommodation</b>	0.29	5
<b>food &amp; beverage</b>	1.12	18
<b>venue energy</b>	2.15	35
<b>materials</b>	1	16
<b>transport</b>	0	0
<b>waste</b>	0.01	0

boundaries:

event duration (days), guests (where applicable), staff, crew, event area (sqm.)

travel: guest, crew and staffing travel by mode (air, private vehicle, public transport) class and distance.

accommodation: hotel nights for guests, build crew or stand staffing, by star-rating.

catering: includes number of meals (non-vegetarian, vegetarian, vegan) consumed by guests, crew, build staff for duration of event.

energy: actual consumption as estimated or measured by venue (kWh), calculated as renewable or non-renewable as applicable.

materials: printed matter, plastics, recyclable materials and other materials used in stand / activation builds & delivery.

transportation: transported weight of AV, materials, furniture and other stand-based items, distance and mode of transportation.

waste: recyclable and residual waste.

note: a % or result of 0.00 tCO<sub>2</sub>e does not indicate zero emissions, merely that the category reports to less when reported in tCO<sub>2</sub>e to two decimal places.

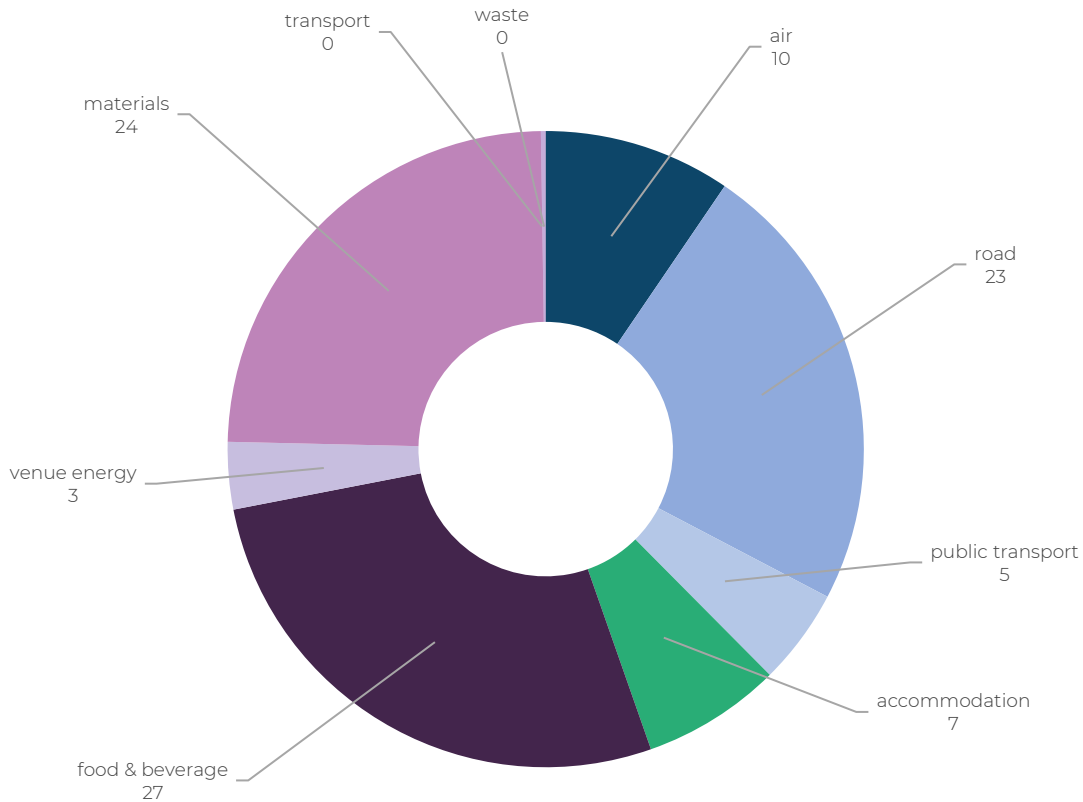


total estimated emissions

Encore Global IMEX America 2024 RFP

EXCLUDING SHOW LIVE ENERGY CONSUMPTION

tonnes CO<sub>2</sub>e estimated: 4.10 tCO<sub>2</sub>e



	actuals tCO <sub>2</sub> e	%
<b>air</b>	0.39	10
<b>road</b>	0.95	23
<b>public transport</b>	0.2	5
<b>accommodation</b>	0.29	7
<b>food &amp; beverage</b>	1.12	27
<b>venue energy</b>	0.14	3
<b>materials</b>	1	24
<b>transport</b>	0	0
<b>waste</b>	0.01	0

boundaries:

**event** duration (days), guests (where applicable), staff, crew, event area (sqm).

**travel:** guest, crew and staffing travel by mode (air, private vehicle, public transport) class and distance.

**accommodation:** hotel nights for guests, build crew or stand staffing, by star-rating.

**catering:** includes number of meals (non-vegetarian, vegetarian, vegan) consumed by guests, crew, build staff for duration of event.

**energy:** actual consumption as estimated or measured by venue (kWh), calculated as renewable or non-renewable as applicable.

**materials:** printed matter, plastics, recyclable materials and other materials used in stand / activation builds & delivery.

**transportation:** transported weight of AV, materials, furniture and other stand-based items, distance and mode of transportation.

**waste:** recyclable and residual waste.

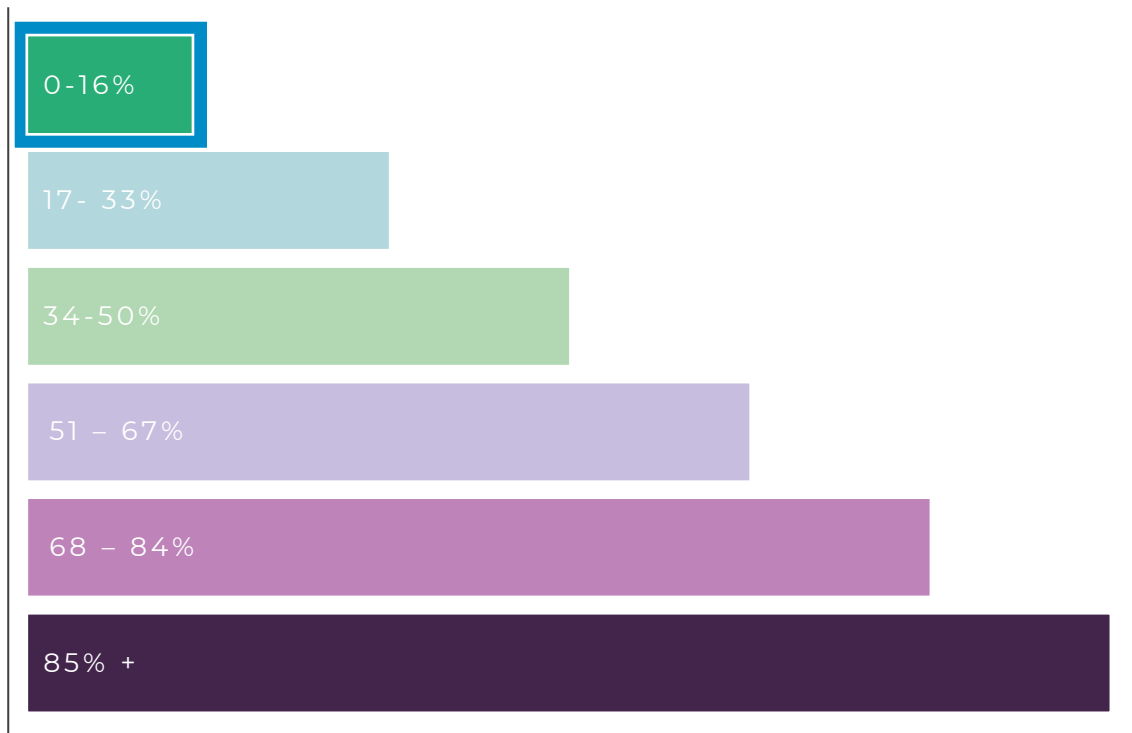
**note:** a % or result of 0.00 tCO<sub>2</sub>e does not indicate zero emissions, merely that the category reports to less when reported in tCO<sub>2</sub>e to two decimal places.



Illustration of **IMEX America 2024 RFP** carbon intensity:

tCO<sub>2</sub>e per sqm, based on 18,580 sqm

**6.11 tCO<sub>2</sub>e = 0.0003 tCO<sub>2</sub>e per sqm**



the **IMEX America 2024 RFP** carbon intensity **per sqm** is within the **1<sup>st</sup> percentile** of **exhibition format events** measured by event:decision.

this is an event:decision® benchmark and illustrates how ‘sustainably’\* the event is delivered in terms of standardised emissions reporting.

\*data above should be used for illustrative purposes only, not for ESG audit or offset reporting. Total event data includes events from 50 to 140,000 delegates in virtual, hybrid and in-person event formats at a local, regional and global level, with stand-builds from 6sqm. to 200sqm.

based on calculations conducted by event:decision from Mar 2021 – present for sector comparison purposes.





## mitigation

Suggestions of how to potentially reduce the environmental (emissions) impact of this type of event:

### travel

the majority of crew planned to be working on IMEX America are based locally, however it is estimated that a proportion of these crew will travel by road rather than using public/mass transport. You may wish to incentivise crew to travel either by public/mass transport or to car share, where possible. As an illustration if the number of car journeys was halved (all other factors remaining unchanged) the travel footprint would be reduced to 31% and the overall emissions could be reduced by an additional 8%.

### food & beverage

you may wish to consider encouraging the crew to consume an all vegetarian-only menu. For illustration, if all food provided for the crew was vegetarian (all other factors remaining unchanged) the food & beverage footprint would be reduced by 37% and the overall footprint would be reduced by c. 7%.

### accommodation

although accommodation associated with this element of IMEX America is estimated to be minimal, it is currently based on 4-star accommodation. Therefore, you may wish to consider a property with a different star rating or a more sustainable profile. As an illustration, if all accommodation was reduced to 3-star or similar or more a sustainable option (all other factors remaining unchanged), accommodation emissions would be reduced by 48% and the overall emissions could be reduced by 2%.

### transport

most equipment and materials required for this event being either onsite or based at a local warehouse, emissions associated with transport are considered minimal. Transporting a similar amount of equipment from non-local source (in this case <1500km) would increase the overall emissions profile, excluding venue energy consumption, by more than 15%.

## offset

you may choose to offer offset solutions via event:decision, or via a channel within your agency or company. Please contact event:decision for a menu of certified projects & providers.

As a guide, to directly offset carbon emissions for the measurements in scope:

### Encore Global IMEX America 2024 RFP

#### 6.11 Tonnes CO<sub>2</sub>e

Offset calculation dependent on project & provider chosen from £5/tCO<sub>2</sub>e - £25/tCO<sub>2</sub>e.

\$40 - \$195 dependant on project & provider chosen